

## LandOpt CRM Training Successful for Mountain View President

The Customer Relationship Management (CRM) training offered by LandOpt is one of the most important skill sets learned during the transformation of a landscape service provider, as they become *Powered by LandOpt*.

Steve Corrigan, President of [Mountain View Landscapes and Lawncare, Inc.](#) in Chicopee, MA partnered his company with LandOpt in October of 2009. In March of 2010 Corrigan attended a three-day continuing education class on CRM Training.



“CRM is a learned behavior and task,” says David Gallagher, LandOpt Success Coach.

“The training we provide is a combination of seeing and doing.” First, training classes see how CRM is put into effect. The class then interactively works with a CRM web-based tool to become familiar with its use. These are the most effective methods of learning.

Before LandOpt training, Corrigan admitted to having minimal exposure to CRM, only observing as others showed him the benefits of its practice. After training, however, he was armed with the knowledge to succeed. “I really learned a lot during the training,” Corrigan said. “The portions of the class for mass mailing and mass emailing were very helpful.” The dashboards are important for anyone in a sales or management role, he added.

“Dashboards provide a quick, graphical snapshot of the status of important metrics,” Gallagher said. “They are necessary for our licensee companies to effectively manage their business.”

LandOpt stresses the importance of CRM training, because managing customer relationships is one of the largest resources for decision making data in a *Powered by LandOpt* organization. Learning how to execute the CRM drives success in a licensee.

LandOpt’s training programs are a testament to the innovative process LandOpt uses to empower their partnered companies with the knowledge necessary for success in the (green and white) industries.

Corrigan hadn’t considered any kind of internal training at his facility prior to CRM Training, but he is now ready to implement weekly grassroots instruction on CRM practices and tools. Four or five of his team members, including Sales Professionals and Account Managers are learning the necessary skills.

“Understanding CRM gives a better pulse on your business,” Corrigan said. “Everyone learning its use is benefitting our business.”

LandOpt encourages organizational leaders, like Corrigan to pass on the valuable knowledge they learn during training. “Once they achieve a comfort level with a tool or process they train others in their organization,” Gallagher said. LandOpt requires internal training of the CRM tool and to use that company’s standard online training. This allows the user audience to hear the message several times from multiple sources.

Although learning CRM and applying those standards to a business is a small part of being *Powered by LandOpt*, Corrigan is already beginning to reap the success of his organization’s efforts.